

Mosquito Nets Save Lives In Madagascar

Challenge

Ranked one of the highest causes of sickness and death among community hospital patients throughout Madagascar — with a disproportionate effect on children under the age of five — malaria poses a significant threat to the health and well-being of the Malagasy. Although global health authorities recognize insecticide-treated mosquito nets as an effective and important means of preventing malaria, mosquito nets of any kind are scarce.



Photo: Wendy Benazerga

Pregnant mother buying a subsidized insecticide-treated mosquito nets.

Results

USAID launched Super Moustiquaire within only six months of the project's conception and two months later, the nets were available in retail outlets nationwide. The mosquito nets were rapidly deployed to the majority of sales points within its network of approximately 850 wholesale and 24,000 retail outlets.

Super Moustiquaire sales figures to date indicate early success. Nearly 200,000 nets were sold between September 2001 and June 2003. Sales during this period have generated an estimated 562,000 person-years of malaria protection.

Initiative

USAID implemented a project designed to provide low-cost Insecticide-treated mosquito nets where they are needed most — among pregnant women in rural areas. The project sells the subsidized nets under the brand name Mama Super Moustiquaire through prenatal clinics in rural areas of Madagascar.

Taking advantage of Population Services International's (PSI) existing infrastructure for marketing and distribution, the malaria prevention project was easily brought to a national scale to help fight Malaria.

Insecticide-treated mosquito nets were added to PSI's sales force with relative ease. Launch events were staged in all six of Madagascar's provinces, and groups of students formed "Key Teams" which introduced and promoted the new mosquito net products at sales outlets across the country.